Connect with the WORLD

Thursday October 9, 2014 • 10:00 a.m. – 3:30 p.m.
Skagit Valley College – McIntyre Hall • Mount Vernon, Washington

The benefits of publicly owned broadband infrastructure

Objective

Understand how community broadband networks can make current businesses stronger, increase startups and new companies, transform healthcare delivery, improve K-12 education and help local government more effectively deliver good services.

Quality of Life + **Broadband Infrastructure** = **Opportunity for Your Community**

Program Synopsis

National experts will show how publicly owned broadband infrastructure brings the world to your door and share how to:

- **Increase economic development opportunities**
- **Drive improvements in education**
- **Transform healthcare delivery**
- **Effectively market your community as a global businesses opportunity**

Discover the vast opportunities publicly owned broadband infrastructure will deliver for local economic development.

See real life examples of state and local communities attracting and growing tech sector companies.

Get inside information from State leadership about how to foster a robust technology industry environment.

Your take a ways – learn how to promote a great life, attract family wage jobs and position your community for success!

Affordable high speed broadband is as vital to businesses as streets, water and sewer - with the right infrastructure technology hubs can emerge anywhere.

Agenda

10:00 - 11:00 | Registration/networking

10:30 - 11:00 | Welcoming: Mayor Jill Boudreau

Theme: exploring/defining/strategizing around the importance of Broadband. Discuss different approaches that have been taken to bring Broadband infrastructure to communities so that anyone can work and compete in the digital age. Rural communities can have their cake and eat it too by growing smart instead of big with public Broadband infrastructure.

You will hear examples of what is available to communities, what has worked and why this infrastructure is so important to a community's success.

11:00 | Washington's Technology-based Industries:

Innovation, Opportunity, Impact - **Susannah Malarkey** is the Executive Director of the Technology Alliance (TA), a statewide organization of leaders from technology businesses and research institutions dedicated to Washington's long-term economic success. She has been the Executive Director of the Technology Alliance since its inception in 1996, and oversees all TA projects and programs, including the Ada Developers Academy, a year-long software training program for women; the Technology Institute, a bi-annual retreat for legislative leaders; and the State of Technology luncheon, the largest annual event for the state's innovation community.

11:45 | Lunch served

Agenda CONTINUED

12:15 | Broadband as a vital economic tool

Craig Settles and Christopher Mitchell will each discuss the benefits of publicly owned broadband network systems and the benefit that this infrastructure has on economic development efforts. Specific examples of communities that have successfully deployed broadband infrastructure, how they did it and tips for success will be shared.

Four areas of focus: Economic opportunities and growth; Healthcare delivery; Education reform; and Efficient government. Also, how the United States compares as a nation to other countries when it comes to broadband access.

Christopher Mitchell – MuniNetworks.org. Christopher Mitchell is the Director of the Community Broadband Networks Initiative with the Institute for Local Self-Reliance. Mitchell is a leading national expert on community broadband networks and speaks at conferences across the United States on telecommunications policy.

Craig Settles – For over 25 years Craig Settles' workshops, consulting services and books have helped public, private and nonprofit organizations worldwide use technology to cut costs, improve business operations and increase revenue. His many in-depth analysis reports and books, including Building the Gigabit City, establish Mr. Settles as a prominent thought leader on executing appropriate business strategies to deploy broadband. His public-sector clients include Ottumwa, IA,

Benicia, CA, Glendale, CA and the State of California, with Calix and Microsoft among those on his private sector client list. Mr. Settles also hosts the radio talk show Gigabit Nation, and is Director of Communities United for Broadband, a national grass roots effort to assist communities launching their networks.

1:15 | Break *(20 minutes)*

1:40 | How has publicly owned Broadband made a difference in business location decisions?

A panel of Skagit County businesses discuss the importance of Broadband access in making business location decisions. Panel discussion will be moderated by Craig Settles and Christopher Mitchell.

2:30 | The Strategic Benefits of Local Ownership of Broadband - **Mark Anderson**

is a frequently sought speaker at corporate meetings and conferences around the world, and he provides top-level strategic reviews for governments and management teams. His long-running weekly newsletter, The Strategic News Service (SNS) Global Report, counts a stellar readership, including Michael Dell, Bill Gates, and Elon Musk. Mark regularly comments on CNN TV, NPR, the Wall Street Journal, Financial Times, Wall Street Review and the New York Times. He chairs the annual Future in Review (FiRe) Conference, SNS Project Inkwell, and INVNT/IP. He has worked at the cabinet and PM level with the governments of the United States, Australia, Iceland and Sweden on their broadband deployment programs.

Sponsorship

PRESENTING

Medical Information Network – North Sound (MIN-NS)
www.min-ns.org

Founded by Skagit County Public Hospital Districts No. 1 & 2, Medical Information Network – North Sound (MIN-NS) brings Health Information Exchange (HIE) technology to medical providers throughout the North Sound region.

With more clinical users added to their network daily, the broadband is foundational to MIN-NS' mission to exchange patient information across practices, eliminate manual records transactions, and especially to deem obsolete the fax machine in provider offices. In addition to the HIE platform, MIN-NS is rapidly building additional features into their Private Healthcare Cloud offerings, such as remote Telehealth capabilities, Direct Secure Messaging, and Health Information Service Provider technologies.

Noel Communications
www.noelcomm.com

 Noel Communications is a fiber optic Business Telecommunications Provider with over 40 points of presence throughout WA, OR, ID and Vancouver BC. Besides selling direct, we work closely with various City and State Governmental entities to provide services to business customers by combining their existing fiber infrastructure and Noels, while assisting them in expanding and enhancing their reach. With a portfolio that includes Ethernet services ranging from 5 Megabit to 100 Gigabit circuits, Dedicated Internet Access up to 10 Gigabits, and TDM DS1 up to OC192, Noel is positioned to be your complete Colocation, Data Transport and Internet Service Provider.

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City of MOUNT VERNON | EDASC Economic Development Association of Skagit County | NextTech | :tag Technology Alliance Group for Northwest Washington

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SUPPORTING

Dimensional Communications, Inc.
www.dimcom.com

Over 40 years of innovation, craftsmanship and customer service; Dimensional Communications provides complete integration of audio, video, communication, data networking and computer infrastructure services. Our IT department, experienced technicians, and custom engineered sound systems are available for home, office, and commercial design and maintenance. Our only limitation is your imagination.

Interpreting Technology
www.interpretingtech.com

Interpreting Technology specializes in technology solutions as your partner in IT, not just your provider. With a decade of experience in the valley, Adrian and his team are well respected for their knowledge and dedication to service. Certified and affordable - let them earn your trust!

OpenAccess Network Services LLC
www.openaccess.org

OpenAccess Network Services provides internet connectivity, phone and hosting solutions for businesses and individuals throughout Northwest Washington. In Skagit County OpenAccess works as a reseller of City of Mount Vernon and Port of Skagit fiber systems and we can connect you to metro-ethernet service at very competitive rates. We offer knowledgeable and friendly support.

Port of Skagit
www.portofskagit.com

The Port of Skagit serves as an economic opportunity engine for Skagit County by concentrating on our mission, Good Jobs for Our Community. The port operates three facilities: Skagit Regional Airport, Bayview Business Park and the La Conner Marina. Combined, they are home to 80 businesses that employ 1,150 workers.

City of Burlington Fiber Network
www.burlingtonwa.gov

Burlington is seeking private partners to expand its fiber network serving commercial and industrial businesses throughout the city. The city is developing citywide Wi-Fi to promote businesses to tens of thousands of daily visitors and shoppers. Contact Geoff Hawes, IT Manager, at fiber@Burlingtonwa.gov or 360-755-0531.

Skagit Valley College
www.skagit.edu

Since its founding in 1926, Skagit Valley College has provided regional residents with access to excellent higher education and job training opportunities. As one of its strategic priorities, SVC aligns its educational programs with regional and state economic development strategies, advancing Washington's economy through education.

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www.getagreatlifeinmountvernon.com

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Registration

McIntyre Hall
http://mcintyrehall.org/
  scheduled_event.asp?sid=1303

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City of MOUNT VERNON

Information on Mount Vernon's Fiber Optic Services:
fiber.mountvernonwa.gov

Questions

City of Mount Vernnon
http://mountvernonwa.gov/
  index.aspx?NID=746

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